

# THE JAMES WALLACE ARTS TRUST

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## THE VOX365NZ TRANSMEDIA PROJECT

The James Wallace Arts Trust is very pleased to be in partnership with filmmaker Zoran Jakimov in developing the VOX365NZ Transmedia Project.

When he presented the concept at our first meeting with Zoran in mid 2015, we recognised it as an exciting and much needed project. At its heart is the desire to reveal to the world the incredible breadth, scope, voice and vision of our contemporary New Zealand artists, and provide a platform to enhance their success. These aims are shared by the Wallace Arts Trust and we were happy that Zoran agreed to be a partner with us in the project's development.

Over the last few months Zoran has worked with Associate Producer Grae Burton and Wallace Media Ltd. to expand the scope of the project beyond the initial concept of an online short and feature length documentary series to go further into the world of interactive transmedia, that is to re-vision VOX365NZ as an immersive and interactive digital hub for the world to connect with the artist on multiple levels. This engagement will go beyond the films and inside the artists world through artist controlled editorial connections such as blog-sites and image-sharing websites like Instagram, and social media platforms such as Twitter and Facebook. Opportunities will arise for international sales of artists works through professional platforms, agents and distributors' websites.

Never before has such a cohesive and comprehensive strategy for exposure and delivery of New Zealand Art been attempted and I hope you will see it's potential as we have, and support it in kind.



**Sir James Wallace**